



## Proposal to continue facilitation of Live Well Lakewood Workgroup

Submitted by:  
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Sangfroid Strategy, LLC

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# Meet Sangfroid Strategy

Sangfroid Strategy is a Cleveland-based evaluation, strategy, and implementation consulting firm that works alongside organizations and individuals to move from vision to tangible results. Drawing on the foundations of asset-based development and design thinking, we'll help you map out your whole journey – giving you the perspective needed to forecast risks, challenges, solutions, and implications of each step on the next ten.

## The Three Pillars of Our Work ► ► ►

### Evaluation + Design



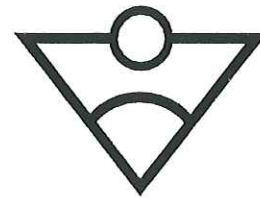
We'll help you do what you do better. From collecting and analyzing the right data, to becoming a learning organization, Sangfroid Strategy can introduce your team to a design focused cycle of program improvement with space to ideate, prototype, test, implement, learn, and grow.

### Strategy + Implementation



We're all about meeting you where you are – we will help you define your vision and create a clear roadmap to bring you from where you are now to where you ultimately want and need to be. We build simple roadmaps, with quarterly plans to make sure you stay on track. You'll never find our strategies gathering dust on a shelf!

### Human Development



From one-on-one coaching, team strategy sessions, team building programming, stakeholder engagement, and board development, we help you bring your team, stakeholders, and audiences along on your journey to do great work!

We are delighted to submit this proposal to the City of Lakewood to provide support for the Live Well Lakewood Workgroup. If you have additional questions or need additional information, please do not hesitate to contact Heather Lenz, [heather@sangfroidstrategy.com](mailto:heather@sangfroidstrategy.com).

*Thank you for considering Sangfroid Strategy as your partner in this work.*



## Background

Sangfroid Strategy has been supporting The City of Lakewood in furthering the Live Well Lakewood initiative. Since April, Sangfroid Strategy has activated a leadership team that is helping to define, shape, and tell the story of Live Well Lakewood, facilitated the first two of six workgroup meetings, and providing staffing support to the workgroup.

The initial scope of work relative to the initiating the Live Well Lakewood Working Group was to:

- Develop clear purpose, goals, and actions for a leadership team, including a description of the team roles and commitments, clear asks for team achievements, a 2019 timeline of activities, and a way to communicate about the role of this team, including a name and elevator pitch. (April-May 2019)
- Invite potential members through the combination of identification of team members and analysis of interest from currently engaged stakeholders. (May 2019)
- Activate the leadership team through developing a meeting schedule, staffing expectations, the design and development of a facilitation guide for the first 2-3 meetings to ensure the team is set up for success. (June-July 2019)

The initial scope of work included the following deliverables:

1. Description of the Leadership Team roles, responsibilities, and commitment
2. Analysis of survey to stakeholders
3. 2019 Timeline for Leadership Team

During the design and clarification of the purpose, goals, and actions of the leadership team, it was determined that this team would take the structure of a working group that was fully supported by both the consultant team and City of Lakewood staff. This design shifted the Sangfroid Strategy's role from the items listed above to full planning, facilitation, preparation, material development, staffing and follow-up to guide the workgroup to a successful outcome.

The workgroup has four additional meetings scheduled between June and August 2019, which will culminate in a final report. Sangfroid Strategy is submitting a request to extend the current scope of work to continue its expanded role in supporting the working group.

## Scope of Work

Facilitate the workgroup through completion of its' goals, including:

- Design the agenda and direction for three of the four workgroup meetings (design of meeting 3 included in original scope). Estimated 2 hours per meeting @ \$100/hr; Investment: \$600
- Facilitate four workgroup meetings. Estimated 3 hours per meeting @ \$125/hr; Investment: \$1,500
- Before and after each meeting, conduct the necessary preparation of documents, presentation materials, meeting summary, and follow-up items in collaboration with the City of Lakewood team. Estimated 5-7 hours per meeting @ \$100/hr; Investment: \$2,400
- Conduct follow-up and preparation conversations with workgroup members as needed between meetings, develop additional resources, and keep members who cannot attend meetings up to date before and after the meetings. Estimated 2 hours per meeting @ \$100/hr; Investment: \$800

## Billing

The total investment for the City of Lakewood to receive these services is \$5,300. Sangfroid Strategy will bill the City of Lakewood upon start of the project for 60% of the entire project, and the remaining 40% upon completion.

## Approval

I have read this Statement of Work in full, and understand and agree to it in its entirety.

X  7-22-19

**Signatory** for the City of Lakewood

Date

X  June 25, 2019

Heather Lenz for Sangfroid Strategy

Date